

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
POPULATION TECHNICAL ADVISORY COMMITTEE

April 27, 2010
MAG Office, Saguaro Room
302 North 1st Ave, Phoenix

MEMBERS IN ATTENDANCE

Jim Bacon, Paradise Valley, Chair
Charlie McClendon, Avondale, Vice Chair
*Bryant Powell, Apache Junction
Andrea Marquez, Buckeye
A- DJ Stapley, Carefree
*Usama Abujbarah, Cave Creek
Jason Crampton, Chandler
A-Mark Smith, El Mirage
A-Eugene Slechta, Fountain Hills
*Terry Yergan, Gila River Indian Community
*Thomas Ritz, Glendale
Katie Wilken, Goodyear
*Gino Turrubiarres, Guadalupe

*Rick Buss, Town of Gila Bend
Nathan Williams for Kyle Mieras, Gilbert
*Sonny Culbreth, Litchfield Park
John Verdugo for Matt Holm, Maricopa County
Wahid Alam, Mesa
*Ed Boik, Peoria
Chris DePerro, Phoenix
Dave Williams, Queen Creek
*Bryan Meyers,
Salt River Pima-Maricopa Indian Community
A-Eddie Lamperez, Scottsdale
A-Arlene Palisoc for Lisa Collins, Tempe
*Anne McCracken, Valley Metro
*Lloyce Robinson, Youngtown

* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Jami Garrison, MAG
Jason Howard, MAG
Kelly Taft, MAG
Rita Walton, MAG
A-Al Nieto, Census Bureau
Al Macias, Census Bureau
Tammy Perkins, Phoenix
Max Enterline, Phoenix
Maria Hyatt, Phoenix

Lloyd Abrams, Surprise
Eric Morgan, Avondale
Sam Andrea, Chandler
Claudia Herrera, Buckeye
Maria Hyade, Phoenix
Tom Burch, AARP
Travis Ashbaugh, CAAG
Gary Bretz, RPTA

1. Call to Order

The meeting was called to order at 10:05 by the new Chair, Jim Bacon. Prior to the call to order, Jami Garrison announced that the MAG Executive Committee had appointed Jim Bacon, Town Manager of

Paradise Valley , to be chair of POPTAC and Charlie McClendon, City Manager of Avondale, to be Vice Chair.

2. Call to the Audience

No comments were made by the audience.

3. Approval of the Meeting Minutes of March 23, 2010

Dave Williams moved, Wahid Alam seconded and it was unanimously recommended to approve the meeting minutes of March 23, 2010.

4. Census 2010 Update

Al Nieto from the Local Census Bureau Office provided an update on Census 2010 efforts. Al said that the Questionnaire Assistance Centers (QAC) opened on March 19th and were only open for one month. They are now closed. Mr. Nieto said that the Group Quarters enumeration is completed for Maricopa County. This is the first week of the enumerator/Census Taker training. He said that the Census Bureau has hired approximately 10,000 enumerators in Maricopa County. A second wave of training starts today and a third wave will start tomorrow. After that all 10,000 will be in classes for 4 full days of training. He continued the update saying that the Census Bureau also has "Replacement Training" starting which is for those enumerators who will replace those who leave the job for various reasons.

Mr. Nieto said that the Local Census Offices are extremely busy with the new hires. They are processing the new hire paperwork which includes fingerprinting and then inputting all the data into the personnel and payroll systems. He said it is a huge task having 10,000 employees that get paid on a weekly basis. The most of the Local Census Offices are operating with 3 shifts running from 7 am to midnight. He said that the enumerators will begin hitting the streets on Monday morning, May 3rd to begin the Non Response Follow Up.

4a. Phoenix Complete Count Committee (CCC)

Tammy Perkins, City of Phoenix, reported that the Phoenix Complete Count Committee is beginning to wrap up its activities. She passed around a hard copy (one page) report and highlighted some of the activities. She said that the Minority Outreach subcommittee hosted a Latino Outreach Forum on March 3rd and continue to participate in neighborhood canvasses of hard-to-count, primarily minority, census tracts. One of the interesting findings is that many of the traditional long-term minority areas such as Grant Park, 24th Street and Broadway, shows higher mail-back returns which is an indication of the canvassing work being successful in those areas.

Ms. Perkins said that the challenge in Phoenix appears to be in many of the neighborhoods that have been in transition over the past 5 to 10 years, those that used to be primarily anglo, blue-collar and are now where mostly minority immigrant residents are living. These neighborhoods were in the high 70% range for participation rate in 2000, but so far are only in the 40% to 50% range. She said this was an indication that many immigrants are afraid to answer the Census. Ms. Perkins continued saying that what the Phoenix CCC is doing in response to this is partnering with MULDAF and the National Leadership Conference for Civil Rights. They have selected 25 of these neighborhoods and will be canvassing the areas next week with English/Spanish door hangers. The door hangers will explain why the Census is important and ask them to welcome the

Census Takers and respond to the questions. She said that the door hangers will not have a City of Phoenix logo on them so as not to appear to be from the city government which may cause distrust from the residents. Ms. Perkins said that the door hangers were funded by State Farm Insurance and Wells Fargo bank, both of which will have their logo on the door hangers.

Tammy Perkins concluded her update by saying that the City of Phoenix is currently at a 67% participation rate and is hoping to inch up to 68% to match the participation rate from the 2000 Census.

4b. "Count to '10" Census Outreach Group

Kelly Taft, MAG, provided an update for the "Count to '10" Census Outreach Group. She said that the group is winding down as well, but continues to provide outreach in support of the 2010 Census. She noted that as of April 19th the Non Response Follow Up phase of the Census is underway. She said that paid advertisement efforts are winding down and efforts are currently focused on encouraging residents who will be receiving a Non Response Follow Up visit from Census Takers to open their doors to them and participate in answering the questions. Ms Taft said that outreach efforts are also being made to educate residents on how to recognize a Census Bureau employee because there have been some reported scams taking place.

Kelly Taft reported that the regional advertising buys also included \$463,000 of value-added advertising. This was more than the \$426,000 of paid purchases and more than doubled the investment. Ms. Taft thanked the City of Phoenix, Tammy Perkins and Lisa Honebrink, the two media buyers, for negotiating these value-added buys. She also noted that every member agency has provided their share of the media buy.

Ms Taft reported that many member agencies have been using the Census Bureau's new online tracking feature for tracking Census participation rates in their communities and identifying areas where participation rates are low so that they can target outreach efforts. MAG has been providing point in time updates to our Management Committee and Regional Council showing progress over time. She provided a handout comparing the participation rates for the region as of April 26th, April 1st, April 13th, and the Census 2000 rate. In Maricopa County we have matched the participation rate from the 2000 Census of 69%. In terms of percentages, Pima County did slightly better than Maricopa with a rate of 70%, although that is a drop for them from their 2000 Census rate of 73%. The State of Arizona as a whole also came in slightly lower than it's 2000 Census rate of 68% with 67%.

Ms. Taft said that member agencies are also winding down their efforts are beginning to change their focus to getting the word on about the Non Response Follow Up phase. At the last meeting they discussed ways to thank all of the Complete Count Committees that have worked so diligently in getting the word out for the 2010 Census.

DJ Stapley asked if the response rate can be compared with that of 10 years ago from the 2000 Census. Kelly Taft said that yes, in the report that she handed out, there is a column with the 2000 rate which can be compared to the 2010 rate.

Tammy Perkins thanked the MAG Staff: Kelly, Rita, Jason, Heidi and Jami for their assistance and work on the 2010 Census efforts.

4c. Phoenix Local Census Office Operations

Al Nieto provided additional details on the Local Census Office Operations. He said that the Questionnaire Assistance Centers (QACs) received several thousand requests for information. The “Be Counted” boxes located at the QACs were also very helpful in providing forms for those who did not receive one.

He provided an update on the number of enumerators needed. He said for Maricopa County the actual need, as reported previously, is for 10,000 enumerators, but we actually have more than that. That is because many people do not show up for training and thus replacements are needed to fill these spots. There have already been about 500 who have not returned to work. Three of the five Local Census Offices in Maricopa County, did not meet their recruitment effort goals. This will be mediated by moving enumerators from other areas as they complete the Non Response Follow Up visits to areas where additional enumerators are needed.

4d. 2010 Boundary Validation Program (BVP) Phase II

Jami Garrison, MAG, reported that the Census Bureau is conducting the Boundary Validation Program (BVP) in parallel with the 2010 Boundary Annexation Survey (or BAS). The intent of the program is to provide the Highest Elected Official an opportunity to review the Census Bureau’s boundary data prior to the 2010 Decennial Census. She said that the Highest Elected Official (HEO) received a BVP package containing a CD/DVD of the 2010 BAS maps. The HEO was instructed to review the maps for accuracy and return a form validating that their boundaries were correct as reported. If the boundaries were not correct, the HEO was asked to work with their BAS contact to submit changes or corrections through the BAS process.

Ms. Garrison said that any BAS changes should have been provided to the Census Bureau by March 1, 2010. If there were corrections sent in, then the HEO will have a final opportunity to review and validate the changes in Phase II of the BVP. It is expected that the final review documents will be sent to the HEO sometime in June.

Chairman Jim Bacon asked when were the original maps distributed? Jami Garrison responded that they were sent out in early to mid February of this year.

4e. Participant Statistical Areas Program (PSAP) Verification Phase

Jason Howard, MAG, said that MAG and the member agencies participated in the review of the statistical entities for Maricopa County. This review concluded in March 2009. In March of this year, the review materials were sent to MAG for verification. The Census Bureau had identified very few changes from the original submission. MAG provided member agencies with a list of the modifications and recommended actions for those changes.

Mr. Howard said that requested changes were provided to the Census Bureau on March 24. For all of Maricopa County, there were only two changes that were recommended to the Census Bureau. One was a Census tract that needed to be split and the other was a poorly configured block group. On March 30, he was contacted by a Census employee at the Denver office. The Census employee indicated that the changes that had been recommended were fine and they would be entered into the queue for final update of the statistical entities.

Jason Howard thanked the member agencies for all of their help with this process.

4f. Timeline

Jami Garrison referred to the timeline spreadsheet in the agenda packet as Attachment One. She said that MAG staff continue to monitor and work with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete count for the 2010 Census. She said that many count activities are winding down and there has been no change to the timeline since last month. She indicated that the Boundary Validation Program, as mentioned previous, will have its final, or phase two, review sometime in June for those members who are participating in that program. Ms. Garrison also said that the Complete Count Committees are also winding down their efforts but expect to continue through late May or early June to support the Non Response Follow Up process.

5a. Land Use Data Collection

Jason Howard provided an update on the Land Use data collection efforts. He said that MAG staff maintains a number of regional databases on an ongoing basis to assist member agencies and to update our Socioeconomic Projections and develop an official set of population, housing unit, and employment projections. Mr. Howard said that MAG staff are currently in the review process for the general plan land use and existing land use datasets. All MAG POPTAC members and contacts will have received communication from him regarding this review. Jason Howard said to contact him directly if POPTAC members have not received anything from him on this issue. He said that MAG staff are more than half-way through the final review of these datasets and expect to have these completed for release next month.

In addition to that review, Mr. Howard said that MAG is also preparing to send each POPTAC contact a list of mixed-use land uses for their jurisdiction. This will be similar to the land use review conducted in 2009 for single use land uses. MAG is seeking to confirm mixed-use classifications for each member agency. Member agencies will be requested to review and provide comments on those classifications.

Jason Howard wrapped up his update stating that MAG had previously wanted to release a draft Development Areas database this month, but since there is more work that can be done to enhance the data and since a few other items have been sent to member agencies for review recently, MAG will release this dataset for review in June.

5b. Employer Database

Jami Garrison said that MAG has been maintaining an employer database of all employers with 5 or more employees for many years. MAG has completed a draft version of the 2009 Employer Database. She said that this data is another important input into our Socioeconomic Projections and is requesting that member agencies review the data for their jurisdiction.

Ms. Garrison said that MAG has begun distributing draft copies of the database containing employers within the Municipal Planning Area (MPA) boundaries for each agency, with a flag also for those records falling within the jurisdictional boundaries. She said that MAG is requesting that member agencies review the data and make corrections and/or additions to the spreadsheet as needed. Instructions will be provided in an email from her.

Ms. Garrison said that the deadline for reviewing and providing any revisions is Friday, May 28, 2010.

5c. Data Collection Timeline and Update

Jami Garrison said that ongoing data collections efforts include the land use information, employment, annexations and residential completions. She said that in order to help member agencies keep track of what data is due when, MAG staff have put together a timeline and schedule for the collection and review of data for the next 6 months. She asked that members refer to Attachment Two in the agenda packet. She also noted that there have been a few minor revisions since the agenda packet was distributed and an updated version of the timeline is available as a handout and should currently be on the web as "Revised Attachment Two." Jason Howard added that one more correction needs to be made to the document. In the June 2010 section there is a duplication from April that reads "MAG sends jurisdictions the 2009 draft General Plan database and draft 2010 Existing Land Use database for review." This should be changed to "MAG sends draft developments database for review."

Jami Garrison also indicated that each member should have received a request or been copied on a request to review and provide any annexation data by May 4. She pointed out that this request for annexation data from the Department of Commerce was received after the POPTAC agenda was sent out with a somewhat tight timeline for review. She thanked those members who had already submitted their annexation data. She also noted that even though the form says to return it to Jessica Smotherman at ADOC, the forms should be returned to her at MAG directly. MAG is collecting the annexation data for ADOC on their behalf per an agreement with them.

6. Regional Updates

Chairman Jim Bacon asked if any members had a regional update for the Committee.

D.J. Stapley, Carefree, said that the General Plan update process will not be as extensive as some of the other jurisdictions but that they would be initiating the process this summer. He said that their draft update will be presented to the Town Council at their June meeting. After that it will proceed through the visioning process followed by the policy and procedure process. Mr. Stapley said that their General Plan update is not due until 2012 but they are targeting to have it complete by the Fall of 2011.

Katie Wilken, Goodyear, asked if anyone knew if the Governor had signed the legislation to extend the General Plan Update deadline to 2015. Chairman Jim Bacon, Paradise Valley, said that they are assuming it is going to happen, but the Paradise Valley Town Council has decided that they want to go ahead and start their General Plan Update this fall. Jami Garrison said that she would follow-up on the question through the MAG Intergovernmental Liaison, and inform POPTAC of the answer.

Dave Williams, Queen Creek, said that he just completed an analysis on foreclosure data for Queen Creek and that foreclosures are down 12%. He also said that 75% of foreclosures are

selling in under 4 months once they are on the market. He indicated that this is a positive sign towards recovery for the Southeast Valley.

7. Next Meeting of the MAG POPTAC

Chairman Jim Bacon said the next meeting of the MAG POPTAC is scheduled for Tuesday, May 25, 2010 at 10:00 a.m. The meeting adjourned at 10:36 a.m.